



Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Travel Show Participation - NTA Annual Convention

Application Completed by: Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

On behalf of Glacier Country, we are applying for \$2,427 from our Travel Show budget to attend NTA's Annual Convention in Pittsburgh, PA, November 15 – 19, 2008. The \$2,427 is for airfare, room, tax, food and miscellaneous expenses.

We will once again participate in NTA as we have many hotels who want tour business. Last year Glacier Country had 37 appointments during the exchange at the convention for destination marketing organizations which is what a state/region/CVB is considered in the national market. We have not decided what we will do in conjunction with Travel Montana in sponsorship so will apply for that separately.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Increase Trade Show Response/Leads by 3% over 2008

Refer to the portions of your marketing plan, which support this project.

A number of our Marketing Goals can be identified in this project. Goals numbered: 1, 2, 3, 4 and 7 are all addressed as well as all of our Target Demographics; and Other Marketing Elements No. 3.

How does this project support the Strategic Plan?

- 1.1.a: Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b: Continue winter marketing
- 1.1.c: Attend consumer travel shows
- 1.1.d: Continue marketing to international travelers
- 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2.a: Amplify targeted sales and marketing to attract groups, meetings and conferences
- 1.2.b: Work with local sports groups to attract regional and national sports competitions in off-peak seasons
- 1.2.e: Continue to target tour operators to bring group tours and packaged vacations to Montana
- 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
- 4.1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.
- 4.1.a: Use local historical/cultural/tribal attractions as venues for conferences and educational seminars.
- 5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets
- 5.1.a: Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
- 9.2: Foster opportunities to pool public and private marketing dollars
- 10.2: Create public/private/tribal partnerships for cooperative project implementation

Budget page must be attached for approval.



Approved 7/11/08

Audits/Apps committee

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached:

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Yes

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No

Budget page must be attached for approval.



PROJECT BUDGET

Travel Show Participation - NTA Annual Convention

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

MARKETING/ADVERTISING:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

TRAVEL:			
Lodging	\$1,400.00 +	\$0.00 =	\$1,400.00
Airfare	\$600.00 +	\$0.00 =	\$600.00
Meals	\$252.00 +	\$0.00 =	\$252.00
Miscellaneous	\$175.00 +	\$0.00 =	\$175.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$2,427.00	\$0.00	\$2,427.00

OTHER:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

PROJECT TOTAL	\$2,427.00 +	\$0.00 =	\$2,427.00
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